

CLAIMS

1. A display device (1) comprising a display panel (2) having a first light-transmissive substrate (3) provided with electrodes (6) at the area of pixels arranged in rows and columns, a second light-transmissive substrate (4) and liquid crystalline material (5) between the two substrates, an illumination system (8) situated on the side of the second

5 substrate remote from the liquid crystalline material, said illumination system comprising a backlight (12) and an optical shutter element (21) provided with means for selectively transmitting light for a group of rows of pixels or a group of columns of pixels, characterized in that the display device comprises at least one reflective polarizer (35) in the light path between the backlight (12) and the display panel (2).

10 2. A display device as claimed in claim 1, characterized in that the illumination system comprises an optical waveguide (15) of an optically transparent material having an exit face (18) facing the display panel.

15 3. A display device as claimed in claim 2, characterized in that the display device comprises, parallel to the exit face, a reflective polarizer (35) between the exit face (18) and the display panel (2).

20 4. A display device as claimed in claim 2, characterized in that the display device comprises, parallel to the exit face, a second reflective polarizer (36) between the optical shutter element (21) and the display panel (2).

5. A display device as claimed in claim 1, characterized in that the optical shutter element is situated between the display panel and a second reflective polarizer (36).

25 6. A display device as claimed in claim 2, characterized in that the optical waveguide is provided with means for coupling in light in a direction parallel to the exit face.

7. A display device as claimed in claim 6, characterized in that the illumination system comprises at least one backlight (12) and an optical waveguide (15) having at least one entrance face (10) for light, while light from the backlight can be coupled in along the entrance face extending substantially transversely to the exit face, and a selectively switchable light switch (21') is situated between the backlight (12) and the entrance face (10).
8. A display device as claimed in claim 7, characterized in that a first reflective polarizer (35') is situated between the backlight (12) and the selectively switchable light switch (21').
- 10 9. A display device as claimed in claim 8, characterized in that a second reflective polarizer (36') is situated between the selectively switchable light switch (21') and the optical waveguide (15).
- 15 10. A display device as claimed in claim 1, characterized in that the display device comprises drive means (9) for presenting signals to data and column electrodes for the purpose of writing pixels, and for selectively activating a part of the illumination system associated with the group of rows of pixels.

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